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#### Outsmart hangovers with Chaser hangover pills

If <u>Chaser</u> hangover pills are not a cure you're probably wondering how it can be so effective. The answer is simple: Chaser has a totally unique prevention solution that goes to work before you're anywhere near developing a hangover.

Unlike other approaches that focus on trying to alleviate the after-effects of what has already occurred, Chaser hangover pills take the smart approach and prevent a potential hangover from ever occurring in the first place. That means you can avoid pain from the pounding headaches, body aches, dry mouth and upset stomach.

# The natural hangover prevention alternative

Chaser hangover pills are the first hangover prevention product developed by doctors and clinically proven to be not only safe, but extremely effective. That is because the natural ingredients in Chaser, activated calcium carbonate and vegetable carbon, work in your stomach while you're drinking. Contrast that with typical hangover "cures" like aspirin, acetaminophen and caffeine.



Aspirin is highly acidic and can irritate the stomach. Acetaminophen (Tylenol) has been linked to liver toxicity, especially when combined with alcohol. Caffeine causes hypertension and nervousness.

Instead, simply take two capsules with your first alcoholic beverage to help you avoid a hangover. If you drink more than six beverages, simply take two more pills for additional hangover prevention.

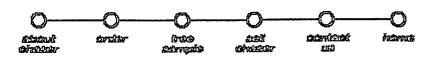
#### How Chaser hangover pills work for you naturally

Chaser hangover pills are effective because the remedy is based on science, not folklore. It has all natural ingredients that absorb the harmful elements in beer, wine and spirits (called congeners) that make up the flavor, aroma and color of alcoholic-beverages - but which also cause hangovers. The pill's activated calcium carbonate land vegetable carbon attract and soak up these congeners like a sponge preventing hangovers from ever occurring. You won't find more effective hangover prevention.

So, whether you experience hangovers after partying too hard, or throbbing headaches after just one or two drinks, Chaser hangover pills are your solution to prevent pain.

Learn more about Chaser hangover pills.





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# **Frequently Asked Questions**

# Q: Does Chaser cure existing hangovers?

A: No. Chaser prevents hangovers and wine headaches before they start and must be taken within one hour after you start drinking.

#### Q: What is Chaser made of?

A: Chaser is a patent-pending \_\_\_\_\_ formula of activated calcium \_\_\_\_\_ carbonate and vegetable carbon.

(Calcium carbonate is the active ingredient in most calcium) (supplements and antacids. Vegetable carbon has been used for ) centuries to absorb toxins and is still used in hospitals today.

#### Q: How does Chaser work?

A: Chaser absorbs the elements in beer, wine and spirits that cause hangovers.

#### Q: Will Chaser kill the buzz?

A: No. Chaser does not prevent intoxication or absorb alcohol. We recommend that you drink in moderation and drink responsibly.

#### Q: Does Chaser work on all alcoholic beverages?

A: Yes. Chaser works on beer, spirits and cocktails. For effective prevention of discomfort caused by wine, try Chaser for Wine Headaches.

#### Q: How long is Chaser effective?

A: Two caplets last for three hours of drinking, or for up to six drinks. If you drink over a longer period, or more than six drinks, take two more caplets.

## Q: Will Chaser work no matter how much I drink?

A: No. Chaser effectively absorbs hangover-causing elements in alcohol, but can only absorb so much. We recommend that you drink in moderation.

### Q: Why should I switch from Tylenol or aspirin?

A: Tylenol and aspirin only dull the agony. Chaser prevents hangovers before they start. Plus, acetaminophen, the active ingredient in Tylenol, has been linked to liver toxicity. Aspirin is highly acidic which may cause stomach irritation. All natural Chaser has no side effects.

Q: How long has Chaser been around?

A: Approximately 15 years was spent developing Chaser. It has been taken by people for five years.

# Q: Does Chaser have any sid eff cts?

A: No side effects have been shown if taken according to package directions. Chaser may reduce the effectiveness of some medications if taken two hours before or after Chaser. Please consult your physician. Alcohol should not be consumed when taking prescription medications.

# Q: Has Chaser been clinically tested?

A: Yes. Chaser has been tested and proven effective in blind placebo controlled trials at one of the nation's leading centers for the study of alcohol consumption.

# Q: Is Chaser a drug?

A: No. Chaser is an all natural dietary supplement.

# Q: Will Chaser affect drug test results?

A: No. Chaser has no effects on drug test results.

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## Chaser In th News

**From Crains Business Detroit** 

# **Rumblings**

Dec. 28, 2001



# Or you could just not drink so much ...

A new Walled Lake company has created a real buzz by selling a dietary supplement designed to deliver a more delightful day after.

**Innovation Ventures L.L.C.**, doing business as **Living (Essentials**, is selling Chaser, a capsule that promises to eliminate the problems associated with what is commonly known as a hangover — headaches, nausea and body aches.

The company has been selling the product, classified under **U.S. Food and Drug Administration** guidelines as a dietary supplement, since May and has been hammered with orders.

**Nicole Morris**, office administrator for Wixom-based **Vitamin Outlet Inc.**, said the company is ordering the product for its nine Detroit area offices every two weeks.

"We're selling a ton of it," she said.

Morris said reaction as to whether the product works has been mixed, but the company hasn't received any complaints or returns since it started carrying Chasers three months ago.

An operator at the consumer-protection division of the Michigan attorney general's office said it hasn't received any complaints on Living Essentials.

**Thomas Morse**, president and co-founder of Innovation Ventures, said the product is one of six the company has on tap after using trade magazines three years ago to solicit chemical engineers for innovative ideas.

Chaser, concocted by chemist Raymond Crippen, is said to be able to absorb the toxins created by alcohol and help the body get rid of them before a hangover sets in.

Morse said 500,000 samples had been shipped nationwide. They're available in four-packs that sell for \$2.99 and bottles of 40 that sell for about \$19.95.

From the Detroit Free Press

# Time May Be the Only Miracle

By Julie Hinds December 30, 2001

If hangovers date back thousands of years, so do the home remedies that claim to cure them.

Passed down by bon vivants and bartenders, these concoctions usually center on a key liquid ingredient, like tomato juice, and are laced with a pinch of this and a dash of that.

Some remedies range from the unusual to the bizarre. A cure that originated in Puerto Rico recommends rubbing lemons under the arm as an antidote.

In Haiti, some stick 13 black-headed pins into the cork of the bottle that produced the hangover.

Ancient Romans relied on raw owl eggs. Modern Finns prefer eating pickled herring and a cold beer to eas their krapula, a Finnish term for hangover.

Plenty of companies sell products that promise relief. One of the newer ones comes from Living Essentials in Walled Lake. It's a dietary supplement called Chaser, and its formula contains activated calcium carbonate and vegetable carbon. Take two caplets with your first drink and it will work in the stomach to attract and absorb hangover-causing toxins, or so goes the claim.

Carl Sperber of Living Essentials says Chaser has proved itself in independent tests, not to mention on himself. "It just works," he says. "I've tried it. I know."

Doctors, however, say there's no quick fix for the pangs of a hangover. The only real cure, they stress, is time.

"Everybody's got their special brew, but putting

Tabasco sauce in your cranberry juice and throwing in a carrot isn't going to be of any special help," says Dr. Frederick Freitag, speaking for the National Headache Foundation. "The fact that you're drinking juice and getting some fluids in you body might help, but there is no miracle recipe."

From the Macomb Daily

# From the Maconib Dany

# Anti-hangover product selling well

December 26, 2001

By: Jameson Cook, Macomb Daily Staff Writer

Some drinkers who over-indulge this New Year's Eve may try to avoid the dreaded day-after hangover by taking a new product called "Chaser."

Health and party stores can't stock enough of the dietary supplement that makers say removes toxins that cause the nausea, aches and general malaise associated with a hangover.

"We're selling it like crazy," said Cindy Dale, a saleswoman at the Vitamin Outlet in Warren. "I'll put out a dozen 4-packs on the shelf, and they'll be sold out by the next morning."

"There's a bowling team that comes in every week and gets them, and we get a lot of people who are going to weddings," said Regina George, a saleswoman at The Health Nut in Roseville.

But health and substance abuse officials worry about a product that could encourage drinking to excess.

"This is not in the best interest of the public's health," said Dr. Robert Winfield, interim director of University Health Services at the University of Michigan in Ann Arbor. "Even if it works, it promotes drinking."

Drinking alcohol excessively damages the liver, dangerously impairs driving and can facilitate aggressive acts, such as "date rape and other harmful behaviors," Winfield said.

Barb Brow, prevention director at Community
Assessment Referral and Education in Clinton Township,
questioned the motivation of someone who plans to
drink a volume of alcohol that necessitates Chaser.
Each dose offsets four to six drinks, according to

directions.

"I wonder about that mentality," she said. "What is the purpose of wanting to drink to that level of intoxication? It's even beyond the level of why some people say they drink -- for the sociability."

People often don't intend to get inebriated but their judgment falters after a few drinks, she said.

"A lot of people don't try to drink to oblivion; it creeps up on them," she said.

Chaser, manufactured by Walled Lake-based Living Essentials, is made up of activated calcium carbonate (chalk) and vegetable carbon (charcoal) that attract and absorb toxins that cause the hangover symptoms.

Company officials boast that because it's a natural product, it has no side effects.

George of The Health Nut has tried it.

"It works fine for me," she said. "I used to get massive headaches from the sulfur in wine, but now I don't feel the effects at all. I can enjoy dinner with a couple glasses of wine."

Yvonne Thigpen, a dietitian and diabetic educator at Mount Clemens General Hospital, said the logic behind the product's ingredients makes sense, although its natural ingredients escapes tests by the U.S. Food and Drug Administration.

Thigpen said Chaser doesn't appear to combat dehydration. "If you don't drink enough water you might be dehydrated but you won't have that upset stomach or headache," said Carl Sperber, marketing director of Living Essentials.

Living Essentials officials are not concerned about selling a product that could encourages potentially dangerous or unhealthy behavior, such as drinking and driving.

"Chaser is not about over-indulging or drinking beyond what you're capable of," said Sperber, a Warren native who lives in St. Clair Shores. "We just want people to be able to drink without a hangover the next day."

Company president Thomas Morse added: "Chaser doesn't affect blood-alcohol levels, so we encourage

people to continue using designated drivers and not to overdo it."

A health store manager who did not want to be identified said she recently ordered her first supply after many people asked for it.

"I don't want to promote it, but I don't want to down it, either," she said. "Different strokes for different folks. Some people don't like that we sell diet products, either."

The difficulty in developing the product wasn't coming up with the contents but improving the way the substances interact with the body, Sperber said. Chemist Raymond C. Crippen perfected the formula after several years of working on it, Sperber said.

Directions tell users to take one dose of two pills within the first hour of drinking. One dose lasts for four to six drinks. A second dose can be taken during the same drinking session. A bottle of 40 pills retails for \$19.95, and a 4-pack costs between \$2.50 and \$3.

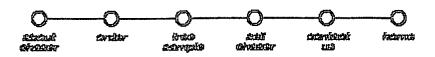
Many people are hearing television and radio advertisements touting Chaser as "freedom from hangovers." A recent TV ad was selling the 40-pill bottle for \$29.95, \$10 more than at the store.

Brow noted that the Chaser ads, like beer ads, target young, impressionable people.

"They paint such a pretty picture of it," she said.

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## Chaser Ov rview

Chaser prevents headaches and nausea caused by alcoholic beverages.

A recent survey shows that it takes an average of just 3.2 drinks to cause a hangover. For ten percent of people, all it takes is one or two. That's why there's Chaser. Chaser absorbs the toxins in alcoholic beverages that cause hangovers so you don't get one. Period. You'll wake up feeling great. No headache. No nausea. No regrets.

Two Chaser caplets, taken with your first drink, are all it takes. It's safe, natural, clinically proven effective and works on beer, wine and spirits. If you're particularly sensitive to wine, try Chaser for Wine Headaches.

Skeptical? Put Chaser to the test. <u>Click here to get your free sample</u>.

Send this page to a friend

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#### How Chas r Works

Chaser absorbs the harmful element in beer, wine and sprits and traps them before they can do their damage. These element, called congeners, are byproducts of the fermentation process. Chaser attracts congeners and soaks them up like a sponge. Its natural ingredients, activated calcium carbonate and vegetable carbon, have received the FDA's highest safety rating.



#### Instructions for Use

Per drinking session. Take two caplets with your first drink. For best results, take two more caplets every two to three hours (or five to six drinks) thereafter.

To prevent dehydration from alcohol drink plenty of water or sports drinks.

Warning: Chaser will not prevent intoxication and is not intended to treat or prevent the consequences of excessive alcohol consumption. Please drink responsibly and never drink and drive. Do not drink alcohol if you are pregnant or nursing. Consult with your physician if you believe you may have a dependency on alcohol.

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Back To: Home: Hangover

# Chaser ™ from Wine From: Chaser

40 Caplets List Price: \$25.99 Our Price: \$20.79

You Save: \$5.20

(20%)



Read customer reviews on Chaser ™ from Wine





ADD TO CART

12 Card Box - 4 Tabs each

List Price: \$38.28 Our Price: \$30.62 Quantity:

You Save: \$7.66 (20%)



Chaser ™ from Wine -Usually ships within 24 hours information to a

Email Chaser ™ from Wine friend

#### Description:

Chaser for Wine Headaches is specially formulated to prevent wine headaches before they start. Don't let wine's painful side effects spoil life's best moments. Relax and enjoy the good times with Chaser™ for Wine Headaches. With Chaser, you can celebrate with friends and family while enjoying your favorite wines, and wake up in the morning refreshed and ready to start your day. Two caplets, taken with your first glass, are all it takes. It's safe, natural and proven effective on all wines, from the lightest white to the boldest red.

#### Warnings:

Do not take more than 8 caplets in a 24 hour period or use the maximum dosage for more than one week except under the advice and supervision of a physician if you are currently taking any medications. Not for use by minors. Chaser will not prevent intoxication and is not intended to treat or prevent the consequences of excessive alcohol consumption.

#### Ingredients:

Other Ingredients: Croscarmellose

Sodium, Sucrose, Cellulose, Stearic Acid, Magnesium

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You have 0 items in your Shopping Cart.

#### Sale Items

#### Epidril™ Cutting Gel



Our Price: \$89.00 Sale Price: \$52.20 Savings: 41% (INFO)

#### Dermalin-APg™



Our Price: \$135.00 Sale Price: \$74.99 Savings: 44% (INFO)

#### Red Yeast Rice - 600mg



Our Price: \$21.00 Sale Price: \$15.49 Savings: 30% (INFO)

#### Omega-3 Fish Oils



Our Price: \$<del>10.95</del> Sale Price: \$7.95 Savings: 27% (INFO)

#### DGL



Our Price: \$15.95 Sale Price: \$11.76 Savings: 26% (INFO)

#### TrimSpa™



Our Price: \$30.05 Sale Price: \$29.96 Savings: 25% (INFO)

More Sale Items...

Stearate.

#### Notes:

Chaser absorbs the harmful elements in wine and traps them before they can do their damage. These elements, called congeners, are byproducts of the fermentation process. Chaser's natural ingredients, activated calcium carbonate and vegetable carbon, attract congeners and soak them up like a sponge.

#### **Recommended Use:**

Per drinking session: Take two caplets with your first drink. For best results, take teo more caplets every two to three hours(or four to five drinks) thereafter. To prevent dehydration from alcohol drink plenty of water or sports drinks.

Nutritional Facts Serving Size: 2 Caplets Servings per Container: 20		
-	Amount Per Serving	
Activated Calcium Carbonate	650mg	**
Vitamin B2	1mg	**
Vegetable Carbon	350mg	**
* Based on a 2,000 calorie did ** Daily Values not establishe		

**Write the first review** of Chaser ™ from Wine (Earn a chance to win a \$50 gift certificate).



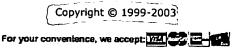


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Heartburn Relief, Natural Care, 250 Sublingual Tablets

Label Information:

Heartburn Relief, Natural Care, 250 Sublingual Tablets
Multi-Homeopathic Medicine for Men and Women

Safe, Natural Relief of:

- Heartburn
- Sour Stomach
- Gas
- Burning
- Acid Indigestion

Indications: For the relief of heartburn, acid indigestion, sour stomach, and gas.

**Directions:** Chew and let dissolve 2-3 tablets under to tongue every 20-30 minutes until symptoms improve. Can safely be taken before or after you eat, as often as symptoms occur. For best results, take nothing else by mouth 10 minutes before or after dosage.

**Warnings:** If you have trouble swallowing or persistent abdominal pain, see your doctor promptly. You may have a serious condition that may need a different treatment. As with any medicine, if you are pregnant or nursing consult your doctor before using this product. If you are pregnant or nursing consult your doctor before using this product. **Keep out of the reach of children.** 

Ingredients: Club Moss (Lycopodium calvatum) 3x, 6x, 12x, 30x; Ginger (Zingiber) 3x, 6x,; Wind Flower (Pulsatilla) 3x, 6x, 30x; Calcium Carbonate (Calcarea carbonica) 8x, 12x, 30x; Vegetable Charcoal (Carbo vegetabillis) 8x; Nux vomica 6x; Lobelia inflata 3x, 12x; Sulfuriacum aciudum 6x, Antimony (Antimonium crudum) 8x.

Double Safety Sealed: Tamper-evident cap and inner freshness seal. Do not use if either seal is missing or broken.

Expiration date: Approx. 3 years from date of purchase.

Brand: Natural Care 250 Sublingual Tablets

Suggested Retail Price: \$14.95

NCP-41747 10.47

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Ringson

Ring-Stop ( Ring Stop ), Natural Care, 60 Capsules

Label Information:

" RingStop ( Ring Stop ), Natural Care, 60 Capsules Dr. Bob Martin's™ A Natural Homeopathic Remedy

- Tinnitus
- · Ringing and/or Buzzing in Ears
- Ear Noises
- Sensitivity to Noises

#### Plus a base of

Isoflavone, Vinpocetine, Arginine, Alpha Lipoic Acid, Ginkgo, Special Chinese Herbs, and Key Vitamins and Minerals

RingStop contains the highest quality, all-natural proprietary homeopathic formula in strict compliance with the Homeopathic Pharmacopeia of the United States, Homeopathic remedies have demonstrated unsurpassed safety for over 180 years. RingStop helps reduce the annoyance and frustration that comes with tinnitus. For added benefits, RingStop also contains a base if all-natural herbal extracts, specific amino acids, important antioxidants, and special vitamins and minerals. COntains No Synthetic drugs, artificial chemicals, or additives.

**INDICATIONS:** For the symptomatic relief - and prevention of the recurrence - of minor, occasional tinnitus symptoms, ringing and/or buzzing in the ears, and sensitivity to noises after diagnosis by a doctor.

#### **About Tinnitus**

Imagine hearing a noise in your ears or head that sometimes doesn't go away. This maddening noise, called tinnitus, can range in volume from a ring to a roar. Some people hear buzzing, hissing, roaring, whistling, chirping or clicking instead of ringing. Each person has a unique version. It can be intermittent or constant, with single or multiple tones and its perceived volume can range from subtle to shattering.

Most people will experience tinnitus symptoms at some time in their life. In America alone, as many as 50 million people say their ears ring. About 12 million have tinnitus severe enough to seek medical attention and 7 million people are so seriously bothered by tinnitus that living a normal life is not possible. Tinnitus symptoms can, in fact, interfere with concentration, work, sleep, relaxation, normal communication with others, can can lead to psychological distress. There is no known cure for tinnitus, but now there's hope with RingStop!

#### PROBABLE CAUSES OF TINNITUS

Up to 90% of all people who seek treatment for tinnitus have some level of hearing loss, usually noise-induced. Exposure to loud noises is by far the most likely culprit. Other suspects include: stress, high blood pressure aging, ototoxic (harmful to hearing) drugs, ear or sinus infections, jaw, neck, or cranial bone misalignment, thyroid disorders and head and neck trauma.

#### IMPORTANT INFORMATION

Since tinnitus might be a symptom of another health problem, see your doctor for any condition which may require his/her services. Caffeine, tobacco, alcohol, aspirin, antihistamines, and prescription or even over-the-counter medications can aggravate existing tinnitus. Although there remains no cure, tinnitus symptoms can be overcome. RingStop is designed to safely relieve and prevent tinnitus and ear noise symptoms.

Dr. Martin is a nutritionally and internationally recognized authority on human health. He is a diplomat of the American Academy of Anti-Aging Medicine and a board certified Chiropractic

Physician and Phsio Therapist. His popular national radio talk show *Health Talk* is heard by millions each week.

**DIRECTIONS:** Start with two capsules twice daily for the first 30-60 days. Thereafter, reduce the dosage to one capsule twice daily. For best results, use daily for 3-6 months.

**WARNINGS:** If you are presently taking agents for blood-thining, such as coumadin or warfarin, or if you are pregnant or nursing a baby, seek the advice of a health care professional before using this product. If symptoms continue to persist after a reasonable period of time, or if symptoms get worse, consult your doctor. **Keep out of the reach of children.** 

ACTIVE INGREDIENTS: Calcera carbonics: (Calcium cabonate) 8x, 30x, Cimifuga recemose (Black Cohosh Root) 3x, 6x, 12x, 30x, Carbo vegetabillis (vegetable charcoal) 8x, 12x, 30x, Cinchona officinallis (Peruvian Bark) 3x, 6x, 30x, Chininum suphuricum (sulphite of quinine) 12x, 30x, Coffea cruda (unroasted coffee) 8x, 12x, Graphites (plumbago) 8x, 12x, 30x, Kali carbonicum (Potassium carbonate) 12x, 30x, Lycopodium (Club Moss) 6x, 12x, 30x, Natrum salicylicum (sodium salicylate) 6x, Salicylicum acidum (salicylic acid) 6x.

INACTIVE INGREDIENTS: Alpha Lipoic Acid, Beta-carotene, Chinese Cassia (Gui Zhi) (bark), Chinese Peony (Chi Shao) (root), Chinese Pueraia (Ge Gen) (root), Cyancobalamin, folic Acid, Garlic extract (bulb), Ginger (root), Ginkgo biloba extract (leaf), Iproflavone, Job's Tears (Yi Yi Ren) (seed), Kelp, L-Arginine hydrochloride, Ligusticum wallchii (Chuan Xiong) (root), Magnesium amino acid chelate, Magnolia (Xin Yi Hua) (flower), Melatonin, N-acetylcysteine, Pyrodoxine Hcl, Vinpocetine, Vitamin A acetate, Zinc amino acid chelate.

**Expiration date:** Approx. 3 years from date of purchase.

Brand: Natural Care 7

Suggested Retail Price: \$29.95

NCP-50460 **20.97** 

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1

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Indigestion, Homeopathic Formula, Nature's Way, 30 Tabs

Label Information:

" Indigestion, Nature's Way, 30 Tablets

Homeopathic Formula: Relieves Heartburn, Gas, Acid Indigestion & Upset Stomach

Mild Pleasant Taste • 100% Natural • Safe • No Side Effects • Single tablet dosage

Formulated by Dana Ullman, M.P.H., Internationally recognized authority on Homeopathic Medicine

Dana Ullman, M.P.H., is a renowned author, publisher and internationally recognized authority on Homeopathic Education and Research.

**Indications:** For natural symptomatic relief of heartburn, gas, acid indigestion, and upset stomach.

**Directions:** For best results, begin taking at the first sign of symptoms. Take 1 tablet every 4 hours for mild symptoms and 1 tablet every 2 hours for more intense symptoms. Place tablet under the tongue to dissolve more quickly under the tongue. Tablets have a mild, pleasant taste. For small children, tablets may be crushed in a spoon.

**Warnings:** If symptoms are severe or if they persist for more than 5 days, worsen, or tend to recur, discontinue use and consult your physician. As with any drug, if you are pregnant or nursing a baby, seek the advice of a healthcare professional before using this product. Keep this and all medications out of reach of children, use only if blister seal is unbroken.

**Medicine From Nature**: Homeopathic formulas are based on a natural medical science that works with your body to stimulate your own natural defenses. Conventional drugs often cause side effects because they work by suppressing symptoms. Medicine From nature formulas relieve symptoms by helping to put your body's system into proper balance. Because they support the body's own defenses, they do not cause side effects. Look for Medicine From nature products for women, children and families.

Ingredients: These ingredients are derived from all natural sources. Antimonium crudum 12x (Anitmony trisulfidel) Nux vomica 12x (Quaker buttons), Lac defloratum 12x (Skimmed cow's milk), Asafoeitida 6x (Asafoetida), Carbo vegetabilis 6x (Activated charcoal), Lpecauanha 6x (Lpecac), Natrum phosphoricum 6x (Sodium phosphate), robinia pseudoacacia 6x (black locust), (Note; The "numbers and x's refer to the relative strength of each ingredient in the formula.) "

**Expiration date:** Approx. 1 year after the date of purchase.

Brand Name: Nature's Way

30 Tablets

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